1975-04-30
The News Virginian (p.1)

Ohio Firm Purchases Jefferson Cable Corp.

By N-V Staff Writer

CHARLOTTESVILLE — The president of Jefferson Cable Corp. said today he feels the purchase of the company by the Mansfield (Ohio) Journal Co. "will offer some new possibilities" for Waynesboro cable television.

It was announced today that the Ohio publishing firm is buying all of the capital stock of Jefferson Cable and Martinsville Cablevision, Inc., from American Finance System, Inc., of Silver Springs, Md.

R. A. Monroe, Jefferson Cable's president, said, "The new ownership will probably add a great deal in terms of dynamic operation of the system. And, as it already owns three systems in Ohio, it is well accomplished in the operation of cable systems."

A subsidiary of the Ohio firm, Multi-Channel TV Cable Co., operates three cable systems in Ohio with about 24,000 subscribers. It also publishes newspapers in four cities in Ohio and one in Troy, N.Y.

Mr. Monroe said that Jefferson Cable has about 4,500 subscribers in Waynesboro and around 12,000 in Charlottesville. Martinsville Cablevision has about 7,500 subscribers.

Mr. Monroe said that Jefferson Cable began operating in Waynesboro in 1964.

Referring to the Federal Communications Commission-mandated "exclusivity" for Channel 29 (WVIR-TV) in Charlottesville, Mr. Monroe commented, "I believe the new owners will do everything in their power to alleviate the duplication problem — if there is anything they can do."

He said that Waynesboro "is one of the leading smaller systems in the country. Under the new ownership," he continued, "the remaining modernization of the plant will be completed and certainly there will be such expansion into new areas as may be needed."

H. R. Horvitz, president of the Mansfield Journal Co., said, in making the announcement of the sale, "No changes are presently planned in the operation of the system and this increase in the total cable operation should enable us to better serve each of our communities."

Purchase of the systems is contingent upon transfer of franchises following approval by the appropriate government agencies.